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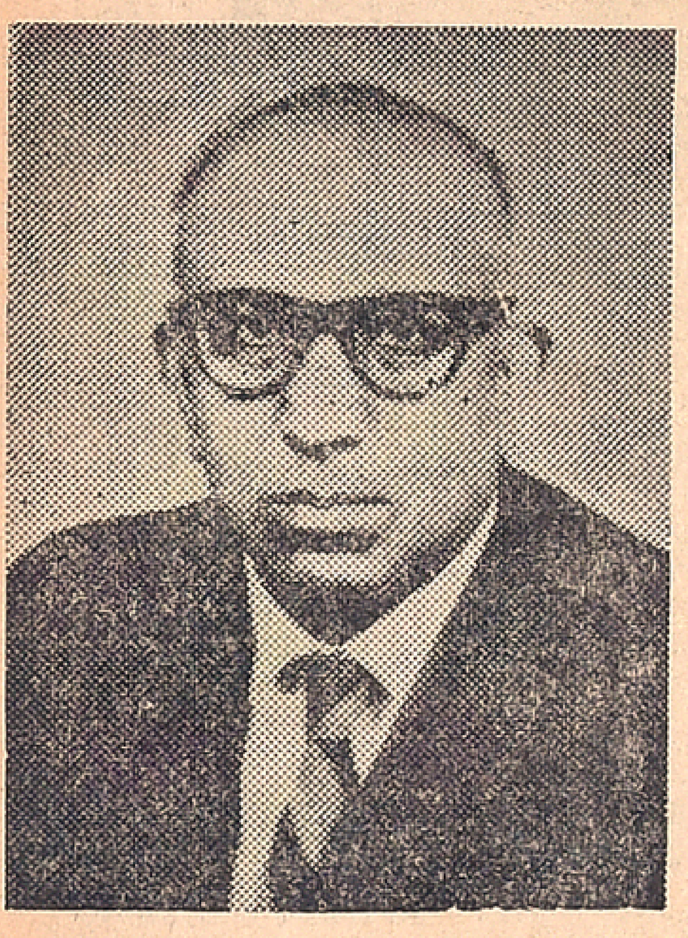
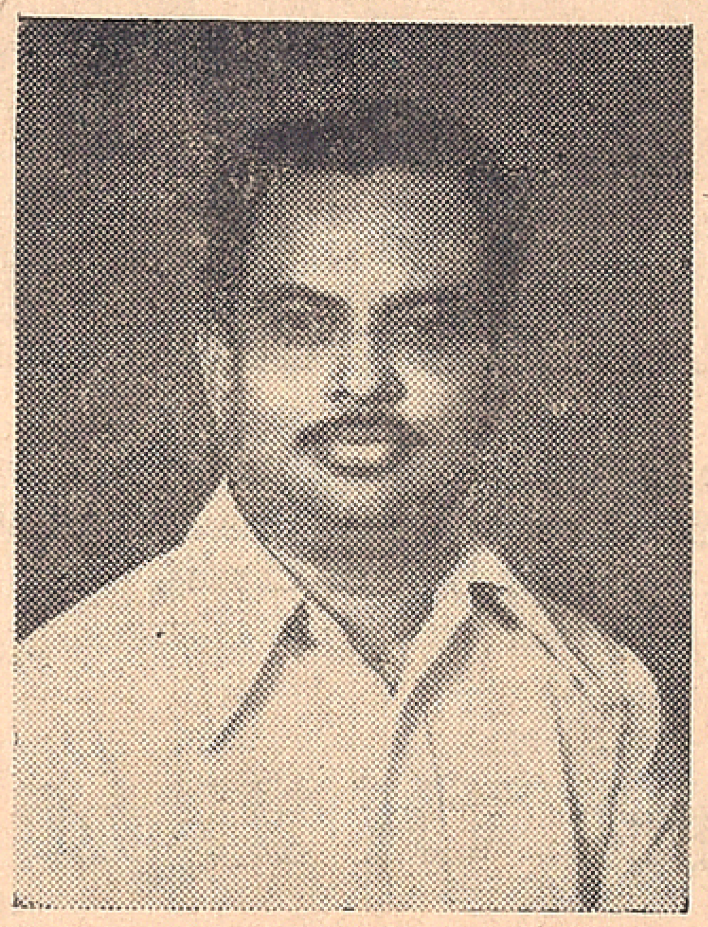


Mr. James Samuel Raj
Chairman, TIIC



Mr. M. N. Govindarajan,
Managing Director, TIIC

Expert Cerdit Planners Make

TIIC Show Record Profits And Better Loan Recovery

A record pre-tax profit of Rs 94 lakhs has been made by the Tamil Nadu Industrial Investment Corporation (TIIC) for the half year ended September 30, 1976, compared to the total pre-tax profit of Rs 114 lakhs made for the whole year 1975-76.

Perhaps, this is a record-profit made by any State Financial Corporation in the country.

The total sanctions during this period aggregate Rs 510 lakhs, and disbursements Rs 329 lakhs. The total financial assistance of the Corporation as of September 30, 1976 stands at Rs 53.10 crores. During the last two months, that is October and November, the total sanctions amount to Rs 266 lakhs (79 units) and disbursements Rs 191 lakhs.

There has been a substantial improvement in the recovery performance during the first 8 months since April 1976. The recovery collections aggregate to Rs 284 lakhs. This collection has actually surpassed the entire performance in the year 1975-76 (Rs 275 lakhs).

The refinance availment of Rs 536 lakhs from Industrial Development Bank of India (IDBI) during the 7 months ending October, 1976 is almost equal to the total refinance availment during the entire year 1975-76, thus enabling the Corporation to extend financial assistance on lower rates of interest, say 9.5% in respect of units (small and medium scale) in backward areas.

To meet the growing demands of financial assistance, the Corporation is taking steps to augment its capital structure, immediately by Rs 2.5 crores—on a matching basis in equal proportion by the Tamil Nadu Government and the IDBI.

THE TWO EXPERTS

The financial experts behind this amazing success of the TIIC are the Chairman, Mr James Samuel Raj and the Managing Director, Mr. M.N. Govinda Raj.

Mr. James Samuel Raj, who is also Vice-Chairman of the

(Contd. on page 2)

Words To Remember

Inaugurating the seventh meeting on cooperation among industrial development financing institutions organised by the United Nations Industrial Development Organisation (UNIDO) the Prime Minister, Smt. Indira Gandhi said :

"During our long struggle for freedom we were conscious that political independance would be a spring board for economic independence and that the development of a modern industrial infrastructure was indispensable for economic selfreliance."

"Many criticised us for choosing the hard road, when softer options could be considered. But neither criticism nor the roughness of the terrain has ever deterred us from taking the right path."

"One can derive a certain satisfaction from the present Indian economic scene and affirm that the road we have traversed however tough it might have been was the right one.

At the same time much work remained to be done. To overcome the gap between the world's rich and the poor or at least to narrow it substantially, a major injection of technological and financial resources into the industrial infrastructure of developing countries would be necessary.

Agencies like the UNIDO must bring about the requisite transfer of technology and the development banks, whether international, regional or national—must provide the financial resources.

The extent to which UNIDO could ensure the transfer of technology depended on the resources available to it since technology transfers would have to be at a low cost.

Some of the difficulties in transferring technology could be eliminated by direct cooperation among developing nations.

The problem of financial resources was not amenable to solution by cooperation among the developing countries. The World Bank and the regional banks could bring about an adequate transfer of resources.

But this implied that these banks should have the resources and be replenished from time to time. In particular they should have funds which could be channelled to developing countries on substantially soft terms such as those of the International Development Association or the Asian Development Bank.

All efforts for the rapid economic transformation of societies must aim at reducing inequalities not only in the world as a whole but also within regions, within countries and between man and man. All activities of national development must subserve this fundamental objective.

The exchange of information among industrial development financing institutions must result in the evolution of more effective techniques in achieving these objectives and India had clearly set these parameters for development financing institutions.

THUS SPAKE THE MAHATMA

I refuse to abuse a man for his fanatical deeds, because I try to see them from his point of view. It is that broad faith that sustains me. It is a somewhat embarrassing position I know – but to others, not to me!

ASOKA SCENTED BETELNUT POWDER

Free India

SUNDAY Dec. 26, 1976

TIIC INCENTIVES

The late Mr. T. T. Krishnamachari, when he was Union Finance Minister, was reported to have advised Tamilnadu to opt for a large number of small scale industries instead of pressing for a few heavy industries.

The new investment experts who have taken over charge of the Tamilnadu Industrial Investment Corporation (TIIC) seem to be determined to execute in full TTK's advice.

Chairman James Samuel Raj and Managing Director M. N. Govindaraj, with a team of young and enthusiastic staff have taken urgent steps to streamline the TIIC's services and liberalise its terms of assistance.

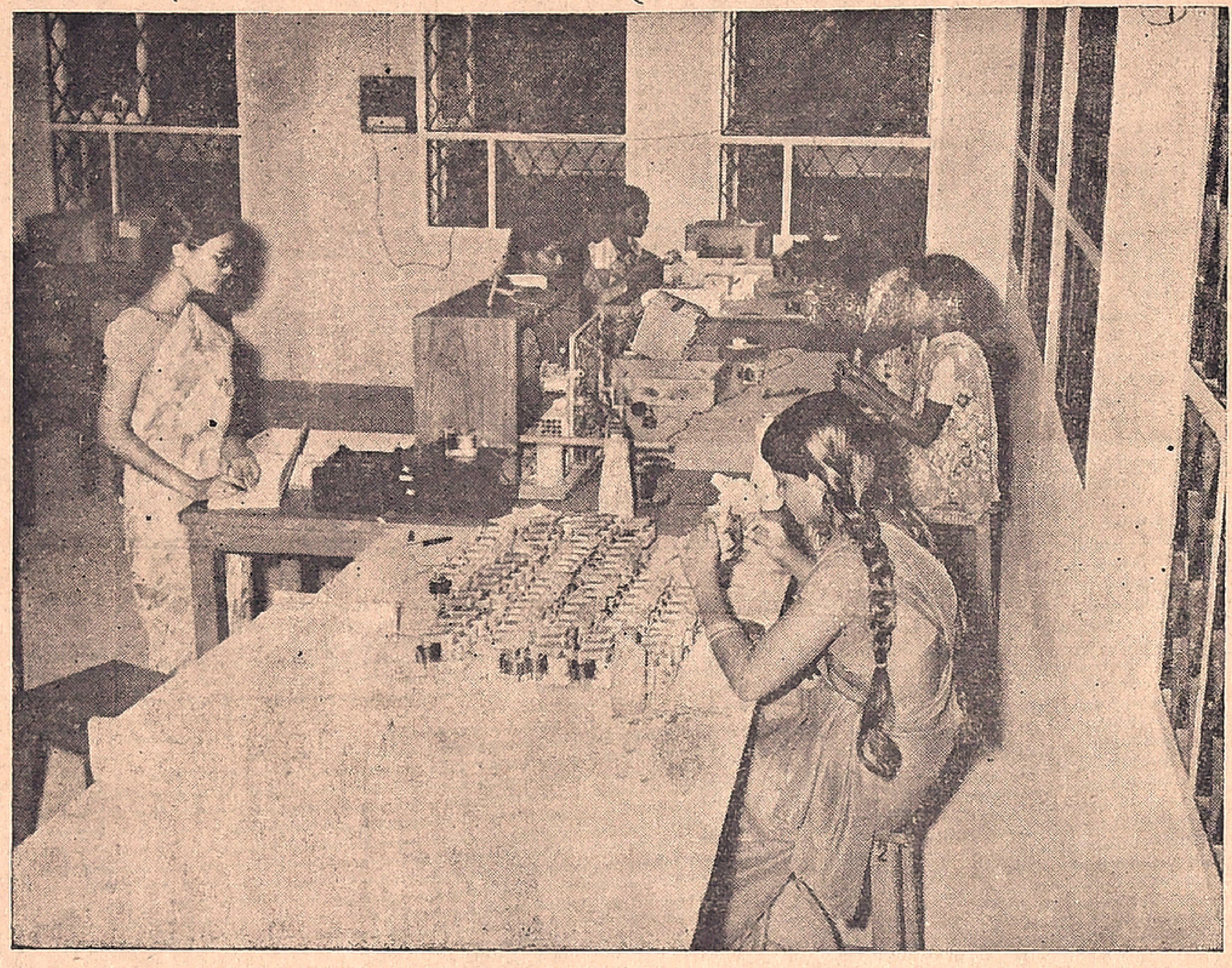
Schemes are now ready for arranging purchase of auto-rickshaws as also for participation in equity capital. They have been designed to promote industries in backward areas as also to provide employment opportunities — two vital aspects in the Prime Minister's 20-point programme.

TIIC claims to be a financial institution with a heart. The claim is justified by its offer to reschedule repayments in the case of units developing sickness for various reasons, to assist on a liberal scale at a concessional rate of interest, flood affected units and to arrange working capital for small units from commercial banks.

According to the Managing Director, there was good scope for setting up industries in various sectors such as leather, engineering, electronics, chemical etc. particularly in backward areas.

"With TIIC, there is no financial constraint, including foreign currency and credit for import....... A streamlined service awaits them (entrepreneurs) for speedy decision in dealing with their project proposals and also providing the required assistance whenever the units are in distress," he says.

The incentives are there. It is for the young entrepreneurs and technocrats to avail of the opportunity.



A view of a section of a unit in Madras manufacturing electronic components for Television Sets assisted by the Corporation with a loan of Rs. 3. 29 lakhs under the IDA Line of Credit.

From page 1

TIIC Is In Search Of Right Entrepreneurs

Industrial Credit and Investment Corporation, Bombay, has held important posts with distinction After serving in several economic advisory posts in New Delhi, he was Additional Director, Stock Exchanges (1959-60), Deputy General Manager, Industrial Credit and Investment Corporation of India Ltd. (1960-64), Chairman, Glaxo Laboratories and Managing Director, Industrial Investment Trust Ltd., (1970-72), Chairman, Unit Trust of India (1972-76).

Outside India, he worked in Nigeria as General Manager, Nigerian Industrial Development Bank (1964-66) and in Washington as Division Chief and Director of the Asian Department, International Monetary Fund (1953-59) and as Vice-President International Finance Corporation (1966-70).

(Contd. on page 7)

TIIC Donations For Flood Relief

The Tamilnadu Industrial Investment Corporation Ltd. (TIIC) has donated Rs. 50,000 to the Chief Minister's Public Relief Fund to alleviate the miseries of the people recently affected by floods in and around Madras City.

The staff of the TIIC have also contributed Rs. 800 towards this relief.

Mr. M. N. Govindaraj, Managing Director and other members of staff of the TIIC presented these two cheques for an aggregate amount of Rs. 50,800 to the Adviser to the Governor, Mr. R. V. Subrahmanian, recently.

During his meeting with the Adviser, Mr. Govindaraj discussed the operational results of the Corporation for the half year ended September 30, 1976. He also discussed with the Adviser the various measures initiated by the Corporation to give a fillip to the industrial advancement of Tamil Nadu. He indicated that a large number of entrepreneurs are coming forward with viable schemes for financial assistance on liberal terms from the TIIC.

Because of the favourable industrial climate created in the wake of the President Rule and also the various incentives provided by the Government of Tamil Nadu for industrial promotion, Mr. Govindaraj observed that there was good scope for setting up industries in various sectors, such as leather, engineering, electronics, chemicals, etc., particularly in backward areas.

Mr. Govindaraj also discussed with the Adviser the foreign currency credit of $ 40 million provided by the World Bank for industrial promotion, i.e. setting up of new industries, expansion, modernisation, diversification of existing units, and observed that the response from the entrepreneurs to avail of this Credit for import of plant and machinery, technical know-how etc. from the member countries of the World Bank (numbering 119 including Switzerland) was quite good.

The Adviser assured the TIIC that the Tamil Nadu Government would readily come forward to render all assistance to it for fostering industrial promotion in Tamil Nadu so as to create larger employment opportunities.

Development, Disarmament And Detente

BY K. P. S. MENON

The International Development Conference, held in Budapest recently, was one of the most impressive Conferences I have attended. It was truly a world conference. More than five hundred delegates from a hundred countries and the representatives of fifty International Organisations attended the Conference. By far the largest contingent was provided by India under the leadership of Mrs. Purabi Mukherjee, General Secretary of the Indian National Congress, and Mr. Bhagwati, Member of Parliament. This Conference was yet another feather in the cap of the dynamic secretary–General of the World Peace Council, Mr. Romesh Chandra.

PROSPEROUS HUNGARY

The beautiful city of Budapest, sitting astride the Denube, was an appropriate venue for the Conference. Hungary, of which Budapest is the capital, is itself a fine example of the development of a formerly under–developed state. Today Budapest is very different from the Budapest which I used to visit periodically from Moscow as the first Ambassador of India to Hungary, concurrently with the Soviet Union and Poland, from 1952 to 1961.

It is but 30 years ago that the Republic of Hungary was born. Exactly 20 years ago, at this time, Hungary was in the throes of arising, which Westerners inisisted in calling a counter-revolution. Then I sent a telegram to the Government of India saying that 'the Hungarians are true disciples of the Gita: they resort to action without thinking of the consequences there of". The ultimate consequence has been that, after its teathing troubles, the People's Republic of Hungary has become a sturday, prosperous and attractive member of the Socialist community of nations, instead of remaining as a Cinderella of Eastern Europe.

FREEDOM FROM FOREIGN DOMINATION

The Conference stressed the connection between the three crying needs of the present day, viz., development disarmament and detente. The problem of development is a corollary to the independence of nations in the post-war period when one State after another in Asia in Africa attrained freedom. The leaders of these nations did not strive for independence simply to enjoy the luxury of being independent: in fact independence is more a burden than a luxury. They fought for freedom in order that as free nations, free from exploitation, foreign dictation and external interference, they could provide an ampler, or at any rate less wretched, life for the common man.

It was this desire which brought the representatives of Asia together at the Asian Relations Conference, convened by Jawaharlal Nehru soon after India became independent in 1947. It was this, again, which brought Asian and African nations together at Bandung in 1960. This has been the motive-power of successive Non-aligned Conferences, culminating in the great Summit Conference of 82 Non-aligned Nations held in Colombo in September last. And it was this which promoted

> Economic development of a country is the natural corollary to independence. Development can be worked out only in a setting of peace. K.P.S. Menon, who attended the International Development Conference held in Budapest recently, says that new development of poor nations is possible only with disarmament and detente becoming a reality.

Mr. Brezhnev to propose, for the consideration of Asian States-and the Soviet Union itself is an Eurasian country-that steps be taken to convene an Asian Collective Security Conference, like the European Security Conference, which the Soviet Union had been urging for more than a decade which was at last held in Helsinki last year.

NON-ALIGNMENT: ANTI-DOTE TO WAR

The developing States realised from the outset that their development is only possible in a setting of peace. One of the slogans of the first World War was that it was a 'war to end war'. In fact, it produced more wars and another, and a more terrible, world war. In the Second World War, again, we heard the slogan, 'One World' of which the most articulate spokesman was Mr. Wendell Wiklie, the U.S. Republican Party candidate who lost to President Roosevelt in the 1940 Presidential election the latter fought. In actual fact, however, there emerged after the second World War not one world, but two worlds, two politicomilitary worlds, headed by two great States which had become greater than the great, viz., the USA and the USSR. The great danger was that these States might come into collision with each other or that their client States might drag them into a war. Such a war might develop into a nuclear war, and that would be the end of civilization. That was the thought which haunted the mind of Jawaharlal Nehru. It was primarily in order to reduce this possibility that he devised the policy of non-alignment which many a State in Asia and Africa has adopted

On the surface the danger of war between the Great Powers has been reduced, if not removed, by the recent international detente. India sincerely welcomed this detente. She saw in it a vindication and an extension of her own policy of non-alignment, which was based on a clear recognition of the necessity for peaceful co-existence among States following different systems. In particular, she welcomed the European Security Conference at Helsinki last year, which was rightly acclaimed, was the most representative conference which has taken place in Europe since the Congress of Vienna in 1815.

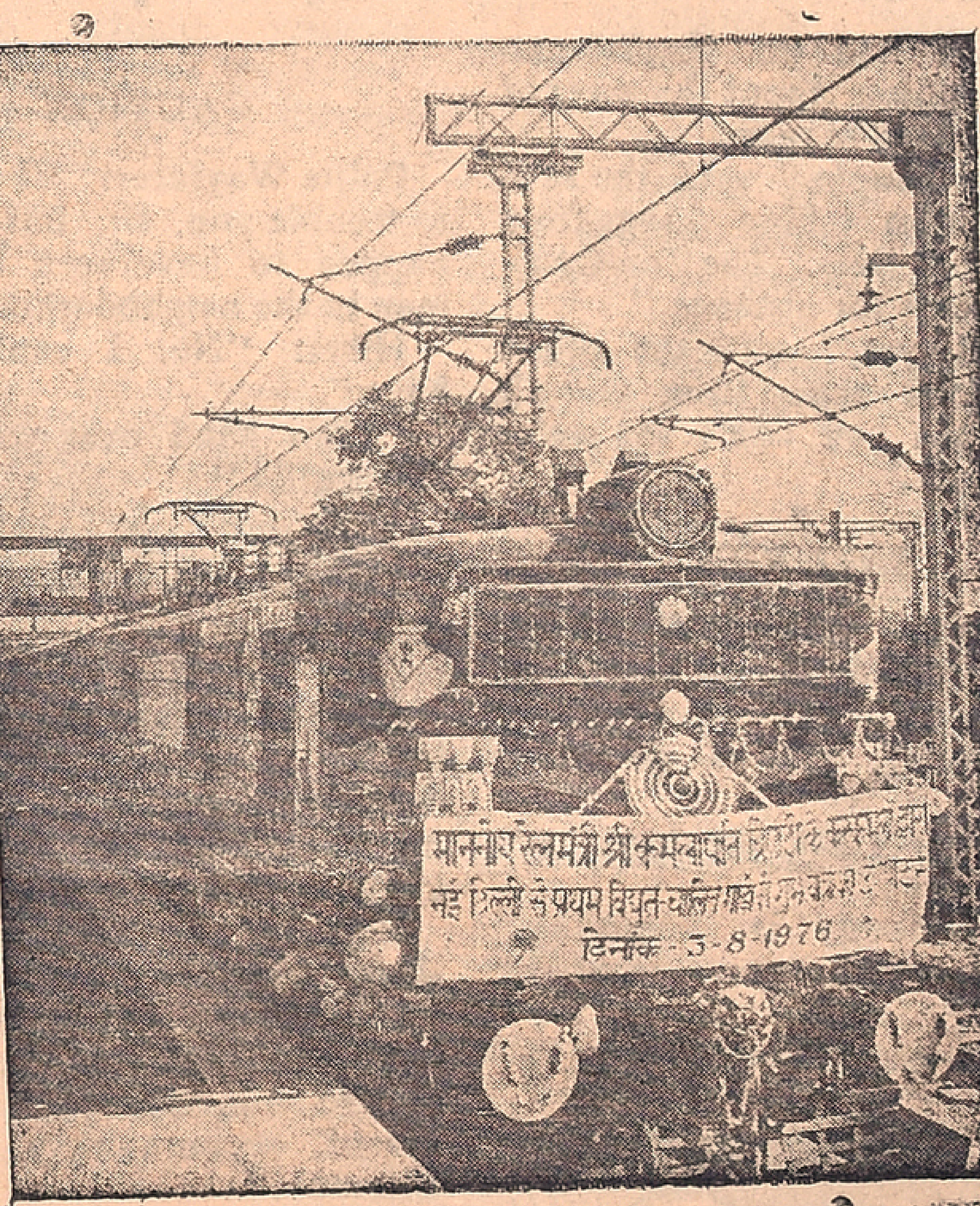
A DIRTY WORD

While welcoming the detente which has set in between the Great Powers, India cherished the hope that the detente between the Great Powers would also extend to the medium and small powers. She also hoped that the detente in the political sphere would be reflected in the military sphere. Neither of these hopes has been fulfilled.

In the United States of America detente has become a dirty word. President Ford said that he would not use the word detente again. After all, he said, detente was only a word. That reminds one of a remark made by the Kaiser in 1914. After all, he said, the Treaty guaranteeing the neutrality of Belgium was but a 'scrap of paper', and he proceeded to tear it up and invade and set Europe, and not Europe alone, on fire.

Not that Mr. Ford is cast in a Kaiserian mould. Indeed many of his observations are designed to gain political capital for himself during the elections. Yet the fact remains that detente is looked upon by its celebrated architect, Dr. Kissinger, as a means for establishing a balance of power and for dividing the world into spheres of influence. When, for instance, the war for the liberation of Angola was drawing to its climax, Dr. Kissinger warned the Soviet Union to keep its hands off Africa. America, he said, would not permit any "extra-continental interference". If the Soviet Union persisted in its conduct in Angola, he warned, the detente between the USA and the USSR might be affected. The Soviet Union had no hesitation in replying that it did not regard detente as implying any obligation on its part to abandon its traditional policy of supporting movements for national liberation. A commentator in the May issue of the Soviet

(Contd. on page 5)



LONG DISTANCE ELECTRIC TRAIN

Electrification of the first ever long distance trunk route in the country has been completed. The route is 1441 Km long between New Delhi and Howrah. The first electric train has already started running on the route.

The electrification of this route has reduced the running time of goods and passenger trains. The electrification is geared to meet speeds of 160 Km. per hour for passenger routes.

Picture shows the first train leaving Delhi for Howrah.

FUN AND LAUGHTER

MAKING SURE

MacTavish had deposited his savings, which amounted to five hundred pounds in a certain bank.

A few weeks later he approached the cashier and demanded his money. He was asked if he did not want to leave a small balance, just to keep the account open.

"But," he persisted, "I want my money."

So the cashier counted out five hundred pounds and handed the bundle of notes to him.

He counted the money and handed it back.

"That's OK" he said. "I only wanted to see if it was all there!"

* * *

HONESTY

Bloggs after picking up a glove, hung it over a fence, remarking to his companion. "I believe in being honest. Some woman is sure to come looking for it."

A little farther on he came across another glove "By Jove," he exclaimed. "I believe that's the mate of the other one. I must go back and get it. I'll take them home for the wife."

* * *

TRAPPED

Counsel (severely): "Please remember that you are on oath. You understand the nature of an oath, do you not?"

Girl witness (brightly); "Profane isn't it?"

* * *

OF COURSE NOT

A Jew and an Englishman were arguing about the ways of their respective races.

"You people," said the Jew, "have been taking things from us all your lives. The Ten Commandments for instance."

"Well, yes," said the other. "We took them from you all right, but you can't say we've kept them."

* * *

SAFE RISK

Dialogue overheard on the health resort. Small boy to his mother.

"Mommy, may I go in to swim!"

"Certainly not, my dear. It's far too deep."

"But daddy is swimming."

"Yes, dear but he's insured."

TOO TRUE

"My word, Dick you've got the latest thing in typists."

"She's certainly that. She never gets here till eleven."

* * *

REGRET

"Madam," said the leader of the brigande, "we shall hold you until your husband ransome you."

"Alas!" murmured the victim. "I wish now I'd treated John a little better."

* * *

CAREFUL

A women went to the bank and asked for a new cheque book. "I've lost the one you gave me yesterday," she, said. "But it doesn't matter. I took the precaution of signing all the cheques as soon as I got it —so, of course, it, won't be of any use to any one else."

* * *

TROUBLE AGAIN

"You've already had leave. Ferguson, to see your wife off on a journey—for your mother-in-law's funeral for your little girl's measles—your boy's christening—what is it now?"

"Well, you see. I'm going to get married sir."

* * *

CAUTION

Polite Wayfarer: "I am sorry to trouble you, sir, but do you happen to have seen a policeman in the neighbourhood?"

Hiker: "No, I can't say I have."

"Then hand over your watch and wallet."

* * *

DRY AS A BONE

She had noticed the huskiness in his voice and the nervous manner in which he fidgeted in his chair told her a lot. She knew what was coming.

"Clara," he said, and his throat seemed dry and his "would you—that is could you —do you think you—"

"Go on, George," she murmured, encouragingly. "I am listening."

"Would-you or—do you think you could—get me a drink of water? I'm as dry as a bone."

* * *

LETTING HER KNOW

He: "Darling let us keep our engagement a secret!"

She: "Yes, love— but I must tell Lily. The horrid creature said I should never find a man foolish enough to marry me."

THANK YOUR STARS

The conjurer's turn had not been going at all well, but he stuck doggedly to his task.

"Now," he said. "If any lady or gentleman in the audience can oblige me with an egg, I will proceed to perform an amazing trick!"

There was a momentary silence, then from the back of the hall came a voice:

"If anybody 'ere 'ad a egg, you'd have'ad it long ago."

* * *

THAT'S HOW

"But how did the poliee spot you in your woman's disguise?"

"I passed a milliner's shop without looking in at the window."

* * *

HIS WORK

Reporter: "What is the professor's research work?"

Professor's Housekeeper: "It consists principally of hunting for his spectacles."

* * *

BLESSING

Visitor (to convict): "Don't any of your relatives ever come to see you?"

Convict: "They don't have to. All of'em are in here."

* * *

NEVER LOST

The school teacher was giving her class of young pupils a test on a recent natural history lesson.

"No Bobby," she asked, "tell me when the elephant is found."

Bobby hesitated for a moment then his face lit up.

"The elephant teacher," he said, "is such a large animal it is scarcely ever lost."

* * *

THE UNFAIR SEX

"All the husband wants," explained a solicitor at North London Police Court, "is his wife to curb her temper and be reasonable?"

Magistrate: "What is reasonable in a woman?"

Solicitor: "Something that is unobtainable."

* * *

MULTILINGUAL

Two Jews were separating when, one said, "Au revoir."

"Vat's dat?" asked the first.

"Dat's good-bye in French."

"Tell," said the first, "carbolic acid."

"Vat's dat?" asked his friend.

"Dat's good-bye in any language."

BEAUTY

The master of the house rang for the maid.

The girl was in the act of cleaning pots and pans, and before she could tidy herself her employer entered the kitchen to see what was delaying her.

He looked at her dirty hands and face.

"My word, Mary," he said "but you're pretty dirty, aren't you?"

"Yes, sir," she replied, "but I'm prettier clean."

* * *

THE ONLY WAY

Patient: "Doctor, I'm bothered with a queer pain. When I bend forward, stretch out my arms and made a semi-circular movement with them, a sharp sting comes in my left shoulder."

Doctor: "But why such motions?"

Patient: "Then tell me how to put on your coat."

* * *

SHOULD HAVE BEEN "FROM?"

Irate Caller: "You spolied my article by a misprint."

Editor: "I'm very sorry. What did we get wrong?"

Caller: "A proverb I employed. You printed it. 'A word to the wife is sufficient."

* * *

ODD

"Some people are funny," mused the man in the bar. "I know a man who hadn't kissed his wife for ten years. Then he goes and shoots a fellow who did."

* * *

APT TITLE

"I think your picture is perfectly adorable. It breathes the very spirit of dawn. What are you going to call it?"

"Sunset."

* * *

CHANGED

Doctor, meeting his old patient on the road: "You seem to be quite all right now. You must have a change "

"Yes I did."

"Where did you go?"

"To another doctor."

* * *

THE LIER

"I'm never going to smith's house again."

"Why not?"

"Last night they demonstrated a machine for telling how much people are lying."

"Well—"

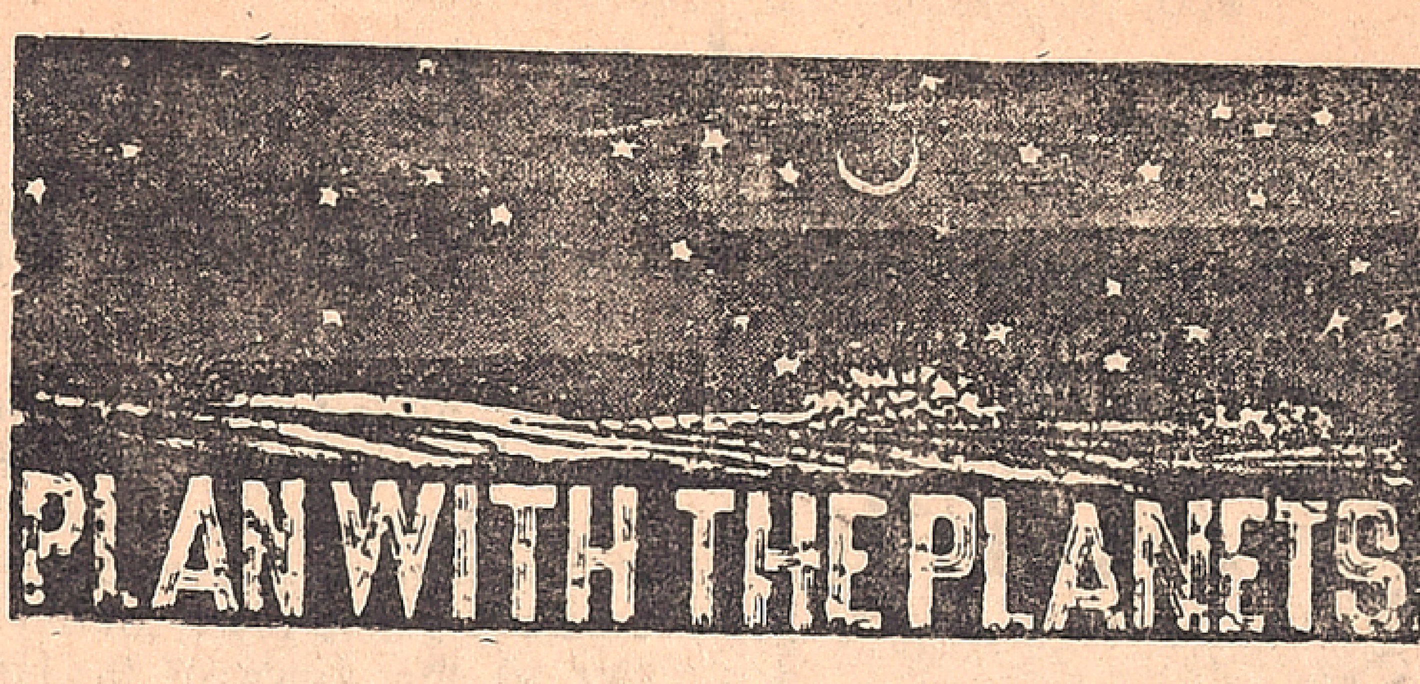
"And just before they tried it on me they poured a lot of oil on the wheels."

x x x

GREAT MINDS

Teacher: "I hope, Petrov, that I shall not see you copying from anyone else..."

Petrov: "I hope so too, sir."



For The Week 26th December 1976 To 1st January 1977

MESHA (ARIES)
Aswini Bharani
Krittika 1/4

FAVOURABLE period to implement your programme You should make best use of this opportunity to stabilise your position. If you are thinking of starting new ventures, you should start working now. Promotional possibilities are bright. Financial position will improve. You can expect cooperation from family members. Health requires attention You may be undertaking a journey shortly Favourable days 28 and 29.

★

VRISHABA (TAURUS)
Krittika 3/4 Rohini
Mrigashirsha 1/2

MIXED results are indicated. You will be undertaking a journey shortly. Financial position will be satisfactory. You should start preparing now, if you are planning to expand your business. Your efforts will start yielding after some time, Avoid legal complications. Also avoid friction with associates. Health will improve. Many of your problems could be solved with in a month. Matters relating to children require attention. Avoid speculations. Favourable days 26 and 27.

★

MITHUNA (GEMINI)
Mrigashirsha 1/2 Arudra
Punarvasu 3/4

MILDLY favourable period. Partnership matters should be finalised after consulting seniors. Promotional possibilities are bright. You will be undertaking short journeys frequently. Financial position will be satisfactory. Family matters should be handled properly to avoid complications. Avoid speculations. Matters relating to children require attention. Avoid friction with associates. Favourable days 28 & 29.

★

KATAKA (CANCER)
Punarvasu 1/4 Pushya
Ashlesha

MIXED results are indicated. You should wait for some more time to implement your programme. Partnership matters could be finalised favourably. Problems relating to profession could be solved in a couple of days. You will be undertaking a journey shortly Avoid arguments with superiors. Health requires attention. Speculative investments should be avoided. Financial position will improve. Favourable days 30 & 31.

SIMHA (LEO)
Maka Purva Palguni
Uttara Palguni 1/4

MILDLY favourable period. You should try to make best use of this opportunity to stablise your position. Promotional possibilities are bright. Change of place is indicated for some. Matters relating to children should be handled properly to avoid complications. Property matters could be finalised. Financial position will improve. But avoid speculations. Health reqires attention. Favourable days 28 & 29.

★

KANYA (VIRGO)
Uttara Palguni 3/4 Hastha
Chitra 1/2

FAVOURABLE period. You should try to make best use of this opportunity to improve your pospects. Financial position shows improvement. Speculative gains are also indicated. Family members will be cooperative. Matters relating to children could be finalised. You will be undertaking a journey shortly. Property matters should be handled carefully to avoid complications later. Health requires attention. Avoid impulsive actions on 28 & 29.

★

THULA (LIBRA)
Chitra 1/2 Swathi
Visakha 3/4

FAVOURABLE period. You will start reaping the benefits of the efforts you have put in the last three months. Partnership matters could be finalised. Matters relating to children require attention. Family members will be cooperative. Financial position will improve. Speculative gains are also indicated. Property matters could be finalised favourably. You should be prepared for unexpected developments on 30 & 31.

VRISCHIKA (SCORPIO)
Vishakha 1/4 Anuradha
Jyeshtha

MIXED results are indicated. You should wait for some more time to implement your plans. Financial position is not satisfactory. Avoid speculative investments. Matters relating to children require attention. Avoid friction with family members. Change of place is indicated for some. Favourable days 28 & 29

★

DHANUS (SAGITTARIUS)
Mula Purva Ashadha
Uttara Ashadha 1/4

FAVOURABLE period. You should try to make best use of this opportunity to improve your position. Promotional possibilities are bright. Financial position will improve. Speculative gains are also indicated. Family members will be cooperative. Health requires attention. You may be undertaking a journey shortly, Favourable days 30 & 31

★

MAKARA (CAPRICORNUS)
Uttara Ashadha 3/4
Shravana Dhanistha 1/2

FAVOURABLE period. You should try to implement your programme. Health shows improvement. Property matters could be finalised favourably. You may have to undertake short journeys frequently. Financial position will improve, Speculative gains are also indicated. Promotional possibilities are bright. Favourable days 26 & 27.

★

KUMBHA (AQUARIUS)
Dhanishta 1/2 Sathabhishag
Purva Badrapada 3/4

FAVOURABLE period to implement your plans. You should try to expand your business activity. Promotional possibilities are bright. Financial position will be satisfactory. But avoid speculative investments. You may have to undertake frequent journeys. Property matters could be finalised favourably. Avoid friction with family members. Also avoid arguments with superiors. Favourable days 28 & 29

★

MEENA (PISCES)
Purva Badrapada 1/4
Uttara Badrapada Revati

FAVOURABLE period. You should try to make best use of this opportunity to improve your prospects. Promotional possibilities are bright. Financial position will improve. But avoid speculative investments. Family members will be cooperative. You should be cautious in dealing with strangers. Avoid long journeys. Health will be well maintained. Favourable days 30 & 31.

GLOSSARY

Arudra	—திருவாதிரை
Pushya	—பூசம்
Ashlesha	—ஆயில்யம்
Purva Phalguni	—பூரம்
Uttara Phalguni	—உத்திரம்
Anuradha	—அனுஷம்
Jyeshtha	—கேட்டை
Purva Ashada	—பூராடம்
Uttara Ashada	—உத்திராடம்
Shravana	—திருவோணம்
Dhanistha	—அவிட்டம்
Satha Bhishag	—சதயம்
Purva Bhadrapada	—பூரட்டாதி
Uttara Bhadrapada	—உத்திரட்டாதி

ONE WAY

"I couldn't stand the neighbourhood; it was so unfashionable."

"And could you think of no other way to improve it than by moving?"

* * *

THE REASON

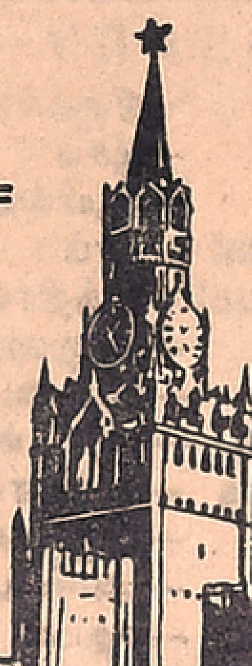
"Dad, why is Victory always a woman?"

"My son, you must wait until you are married to understand that."

From page 3

Magazine, International Affairs, pointed out what detente is not, in Soviet eyes. "Detente", he said, "does not mean freedom for aggression, for the maintenance of conditions for racists and colonialists to continue to plunder the people's national resources and, when this becomes impossible, to restore the lost positions by force of arms".

Detente, however, has come to stay at least in the sense of a general recognition that a nuclear war should be avoided at all costs; and it looks as if man's instinct for survival will prevent him from committing mass suicide.



Muscovite's Diary

Ivan Ivanov

TO AVERT NUCLEAR WAR THREAT

The Warsaw Treaty member countries, at their recent meeting atBucharest have made an extremely important practical move. In a bid to take a new effective step towards averting the threat of nuclear war, they have suggested that all the states signatories to the Helsinki Final act should adopt, to this end, a specific treaty binding them to refrain from being the first to use nuclear weapons against another signatory.

Doubtless, I must say, such a step is evidently prompted by profound concern over the continuation of the runaway arms race. It is a known fact that colossal resources are being spent on war preparations, with destructive power of the weapons of mass annihilation growing all the time.

* * *

GROWING SOVIET-INDIAN COOPERATION

An article by the economic commentator of the Soviet News Agency TASS, Boris Bubnov, and published in the Press here has highlighted the growing cooperation between the Soviet Union and India.

He says that Soviet assistance in the development of India's economy has always had the aim to strengthen its national independence. Soviet assistance promotes the development of the public sector in such key branches of the economy as ferrous metallurgy, engineering, power industry, oil and natural gas production and processing, coal and mining industry.

Boris Bubnov has referred to recent celebrations in Bhilai to mark the production of the 25 millionth ton of steel, and says that the Bhilai metallurgical complex has become a symbol of Soviet-Indian economic cooperation. The complex now produces about a third of country's total output.

Another plant in Bokaro, he notes, also built with Soviet technical assistance, is India's main cast iron producer. A rise in the capacity of the metallurgical plants in Bhilai and Bokaro up to four million tons a year at either of the enterprises, envisaged by a bilateral agreement, will put them into a dominating position in the country.

Similarly, the cooperation between the two countries in the oil industry holds much promise. The USSR is giving India assistance in the construction of an oil refinery in Mathura with an annual capacity of six million tons. Two oil refineries with an annual capacity of three million tons, each, were built in India earlier with Soviet assistance.

The successes of India's economy are manifest in the growth of its trade with USSR. In this connection, the TASS commentator points out that in 1975 it was valued at 685,600,000 roubles as against 615,500,000 roubles in 1974 The Soviet Union more than doubled its purchases of machinery and equipment in India.

New branches, such as nonferrous metallurgy, textile industry, electronics and agricultural production are to be included into shere of bilateral cooperation under plans of expanding Soviet-Indian trade and economic ties, he writes in conclusion.

* * *

TREASURY OF LITERATURE

The National State Library of Foreign Literature in Olyanov Street, Moscow, is one of largest in the world. Lyudmila Gvishiani, the director, who is also vice president of International Federation of Library Associations, tells me that it possesses over five million books in 132 languages, occupying 55 miles of shelves and eight big basements.

It was founded by the Ministry (then called the Commissariat) of Education back in 1921 as a purely Moscow library with a few hundred volumes.

By 1924 it had over 10,000.

In 1948 the Soviet government renamed it the National Library, and it became the national centre for foreign scientific, technical, political and artistic literature and the guide and helper for all other foreign language libraries in the country. It moved to its present beautiful headquarters in 1967.

Every year it acquires another 70,000-80,000 books, either by purchase—it epends something like £1,125,000 ajyear on them—or by exchange.

Rare books in the library include early printed books from the Italian Aldus and Dutch Elzevier print shops, books by Rousseau, Descartes, Schiller and | Goethe published in their own lifetimes. There is a special restoration department to look after these. Modern rarities include leaflets put by the French Resistance during the war.

The library publishes 20 specialist magazines and bibliographels.

H. M. T. Develops Automatic Platen Press

The Printing Machinery Division of Hindustan Machine Tools, Kalamassery (Kerala), has designed and developed an automatic platen press, mainly to cater to the needs of the large chunk of small printers in the country. It has also brought out an enlarged version of its original letter press model, Super Egeria, to suit the paper sizes as per Indian Standards evolved in line with ISO recommendations.

These innovations and the hundred per cent indigenisation achieved in the manufacture of letter-presses and at the steady establishment of the manufacture of offset machines can be considered new feathers in the cap of the Printing Machinery Division of the Kalamassary Unit established only four years ago. It may be recalled that the first printing machine rolled out of the production lines on August 7, 1972.

Though the range covered by the collaboration agreement with NEBIOLO of Italy included only letter-presses, offset presses and cutting machines of various sizes, HMT, with its background of efficiency and speed developed over the years through the manufacture of various types of machine tools and other diversified products like watches, tractors, etc., coulds uccessfully absorb all the important aspects of the technical know-how of printing machinery design and manufacture within such a short period, culminating in these new developments.

ASSISTANCE TO SMALL ELECTRONICS UNITS

SIDO is working in close association with the Department of Electronics in according approval to the production programme of the small-scale units and formulating various policies for the import of raw-materials and capital goods, etc.,

The approval is necessary for the units which need import assistance of raw-materials/components or capital goods. While appraising the applications for approval, the policy guidelines normally being followed are: (a) to encourage technically qualified entrepreneurs and (b) to encourage the diffusion of industry on an equitable basis throughout the country.

Various facilities and concessions have recently been granted by the Government to encourage this industrial sector in the country. Technical assistance in the form of consultancy, preparation of model schemes and project reports is being freely extended to the entrepreneurs through a net-work of technical experts in the field at various SISIs in the country. Model schemes and information sheets for various items in the field of consumer electronics, medical electronics instruments and electronics items of mass consumption have been prepared to assist the entrepreneurs.

SUBSIDISED CONSULTANCY SERVICE

With a view to supplementing the existing consultancy and industrial extension services of the Small Industries Development Organisation (SIDO), the Development Commissioner of Small Scale Industries has launched a new scheme under which a small-scale unit can avail of the services of a private consultant or a consultancy agency on a subsidised basis. The subsidy will be 100 per cent in specified backward areas and to the extent of 25 per cent in other areas.

Small Industries Service Institutes (SISIs) of the SIDO functioning in all States have drawn up panels of experts/consultants in major branches of technical and management disciplines and prescribed their fees on daily basis. A small industrialist requiring consultancy service on a particular problem can approach an accredited consultant who will prepare an estimate of the consultancy cost to be approved by the Director of the concerned SISI. The entrepreneur is required to give an undertaking for paying his share of the charges directly to the consultant on completion of the work and its approval by the Director of SISI who, on his part, will arrange to pay the subsidy portion. In a backward area, the entire amount of approved charges will be paid by the Director of the concerned SISI.

Initially, about 250 consultants/consultancy agencies have been included in the panels which are subject to revision from time to time.

INDO-GERMAN TECHNICAL COOPERATION

The Government of India and the Federal Republic of Germany have concluded an agreement for promotion of fuel efficiency and energy management under the Indo-German Technical Co-operation Agreement.

Under this new agrreement for which the Indian project sponsor will be the National Productivity Council, the Government of the Federal Republic of Germany will advise India on the efficient use of different types of energy and send to the National Productivity Council two experts on the efficient use of highly viscous and sulphurous heavy oils and on energy management. The Federal Republic of Germany will also supply to the NPC equipment worth DM 1,00,000 and provide for the training of ten energy experts from the NPC in the Federal Republic of Germany.

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TIIC.....

He is also Chairman of Greaves Lambardini, Bombay and Pondicherry Papers, Pondicherry. He is a director on the Boards of several companies in the private sector in Bombay and Madras notably Tube Investments, Kothari (Madras) and Tata Power Co.

MANAGING DIRECTOR

Mr. M.N. Govindaraj took over charge as TIIC Managing Director, on June 17, 1976. After a brilliant academic career, Mr Govindaraj joined the Reserve Bank of India as Officer in 1961. In his last assignment at the Reserve Bank of India, he was attached to Credit Planning Department of the Reserve Bank of India, Bombay. He was earlier deputed by the Reserve Bank of India to the Bank of England, Midland Bank, Discount Houses and Merchant Banks in London to study the operations of Central Banking, discount market, money market, foreign exchange etc.

He possesses varied experience on term finance, consortium banking, money market operations and commercial banking. In the Reserve Bank of India, he was handling the consortium arrangement for meeting the massive credit needs of public food procurement operations involving over Rs. 2,000 crores and also other consortium arrangements for large public, private sector companies.

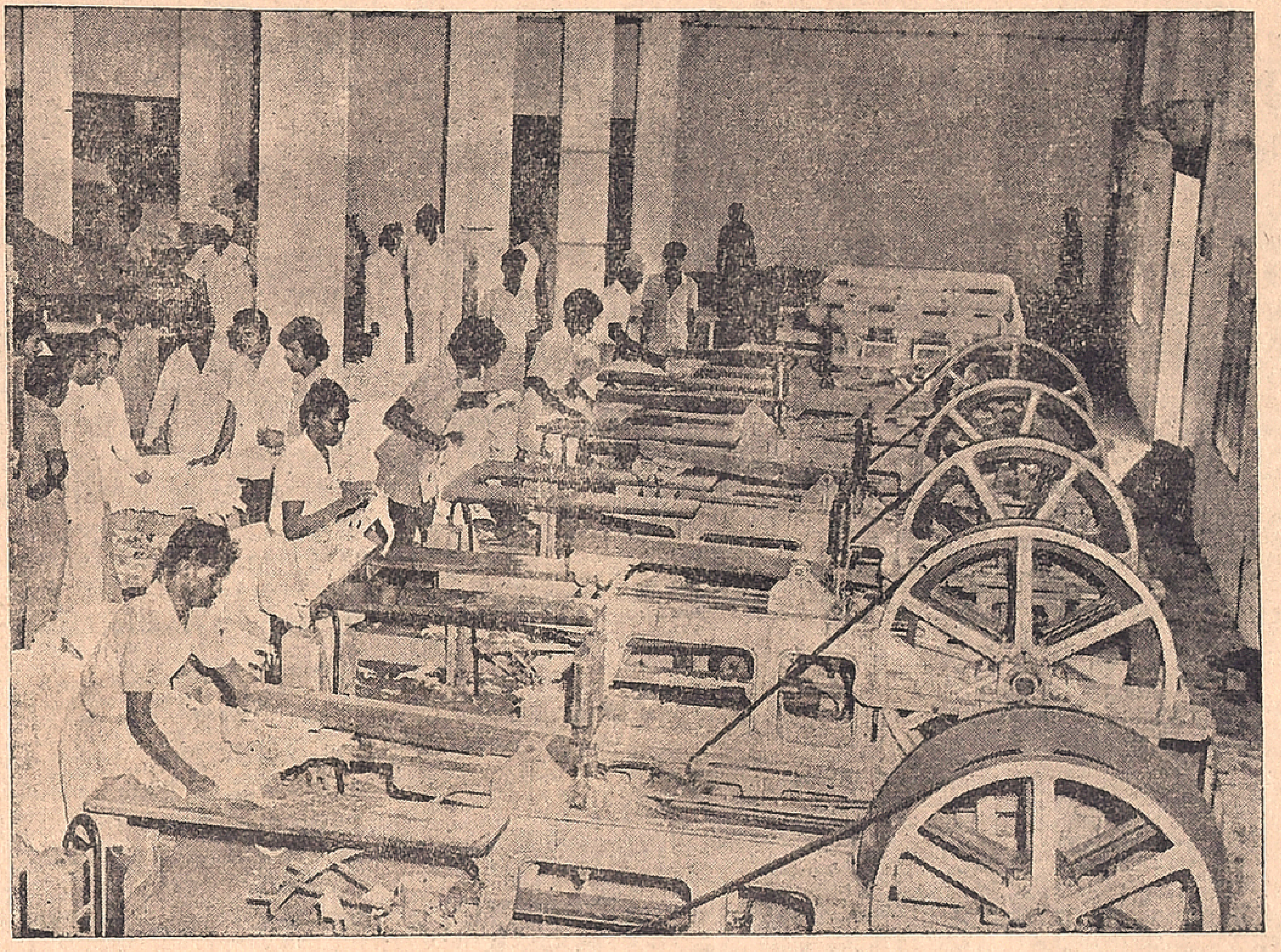
STREAMLINED SERVICE

They have taken special steps, to streamline the entire set-up of the TIIC, of course with the unstinted support of the staff under young officers.

In an effort to giving fillip to the promotion of small scale industrial sector, in Tamil Nadu and also appraise the loan applications expeditiously, a separate Department is being created with qualified and trained financial and technical officers.

This Department will be officer-oriented. This would assist the entrepreneurs desirous of setting up industrial units in small scale sector in providing project profiles, assistance in filling in application forms, selection of machinery, preparation of cash projections and profitability statements, securing industrial plots and other connected infrastructrue. This Department would deal with applications for amounts up to Rs 5 lakhs in individual cases.

To avoid the procedural delay under the TIIC-SIDCO Consortium, it has now been decided to deal with applications from small scale industrial units directly by the TIIC without reference to SIDCO. Entrepreneurs desirous of setting up industrial units in Tamil Nadu and Pondicherry may directly approach the TIIC for financial assistance, such as loan for creation of fixed assets like land, building, plant & machinery, etc. deferred payment guarantee for acquisition of plant & machinery, and equity participation. Financial assistance is provided by TIIC not only for setting up new ventures, but also for existing industrial units.



A view of a department in a sophisticated finished leather manufacturing unit in Ambur. The Corporation has assisted this unit with Rs. 4. 65 lakhs under the IDA Line of Credit.

LIBERALISED TERMS

(1) Investigation fee charged by TIIC for direct assistance has been reduced for project appraisal as under:

i. Small scale (including (World Bank Credit) First lakh: Existing: Rs 500; Proposed: Rs 250. Subsequent lakh or part there of Existing: Rs 125; Proposed: Rs. 100

ii. Technocrat scheme: 0.5% of the loan amount with a minimum of: Rs 125 Existing: Maximum Rs 500; 0.25% Proposed: of the loan amount with a minimum of Rs 100 and each subsequent lakh or part thereof: Rs 50/-

To encourage technician-entrepreneurs to set up small scale industrial units, it has been decided to increase the present ceiling limit of loan to Rs 3 lakhs from Rs 2 lakhs. On the merits of each case, no margin on the security will be insisted upon for a loan of Rs 2 lakhs under this Scheme and only a nominal margin of 10% will be required for the loan amount over Rs 2 lakhs.

REPAYMENT HOLIDAY

A repayment holiday ranging from 3—4 years will be granted in respect of units coming up in backward areas. In non-backward areas the repayment holiday will be 2 years. This liberalisation is as against the present practice of allowing a repayment holiday of 1—2 years.

The period of amortisation will be upto 11-12 years (including the repayment holiday) in backward areas on the merits of each case; in exceptional cases, where the period of gestation of the industrial unit is longer, this could be extended upto 14 years. Under the World Bank Line of Credit, in exceptional cases, the total repayment period could be as high as 15 years.

The repayment schedule of instalments of principal would be determined from the date of first drawal of the loan against the present practice of the date of sanction. This liberalisation would give sufficient advantage to the small scale units in making payments in the initial stages of their operations.

TENACITY—NOT TENANCY

Now small scale entrepreneurs in the major cities and town can set up their industries in private rented premises on a lease period of 11 months initially and renewable thereafter without any registered lease as against the previous stipulation of a total of 10 years.

Considering the hardship experienced by small entrepreneurs in executing registered mortgage, it has been decided to accept the plant & machinery financed by the TIIC on the basis of hypothecation charge as as against the present practice of only the registered mortgage.

FOR AUTO RICKSHAWS

Under the 20-Point Programme, to provide gainful employment to unemployed people, it has been decided for the first time to provide loan for purchase of Auto Rickshaws to the persons who are granted the relevant licence by the authorities of the Government. The terms are as under:

Security margin	15%
Rate of interest	11.5%
Repayment holiday	3 months
Period of amortization	60 months.

Further, it has been decided to provide financial assistance to purchase 3-wheelers, tempos, trucks etc. for transport of goods, as a public carrier.

SINGLE TRUCK OPERATOR

It has been decided to reduce the margin from 25% to 15% in the case of loans to single truck operators (even those holding National Permits). Further, the rate of interest has also been reduced from 12.5% to 11.5% to encourage people to seek self-employment under the 20-Point Economic Programme.

With a view to enabling industrial units to maintain full production during times of power cut, it has been decided to provide term loans for purchase of generator sets/oil engines on the usual terms and conditions. Because of this assistance in the past, many of the units which had sought loans for generator sets, are now in a position to maintain full production in spite of the present power cut.

SOFT LOANS AND EQUITY SHARES

TIIC has decided to provide soft loans to new small scale industrial units up to Rs. 1.00 lakh on soft terms, viz. interest at 8½%, repayment holiday—3 years and period of amortisation up to 14 years. In the case of corporate units, TIIC would be prepared to take up equity participation by way of redeemable cumulative preference shares up to Rs. 1.00 lakh in each case. The rate of dividend will be at 8½% p.a. The amount of soft loan and/or equity per project will not exceed 20% of the cost of the project or Rs. 1,00 lakh whichever is lower. Preference to this soft lending will be given to the units coming up in backward areas.

Small scale unit manufacturing products carrying ISI mark will be given a rebate of 1% in the rate of interest. All small scale industries can make their products as per the ISI standards,

(Contd. on page 8)

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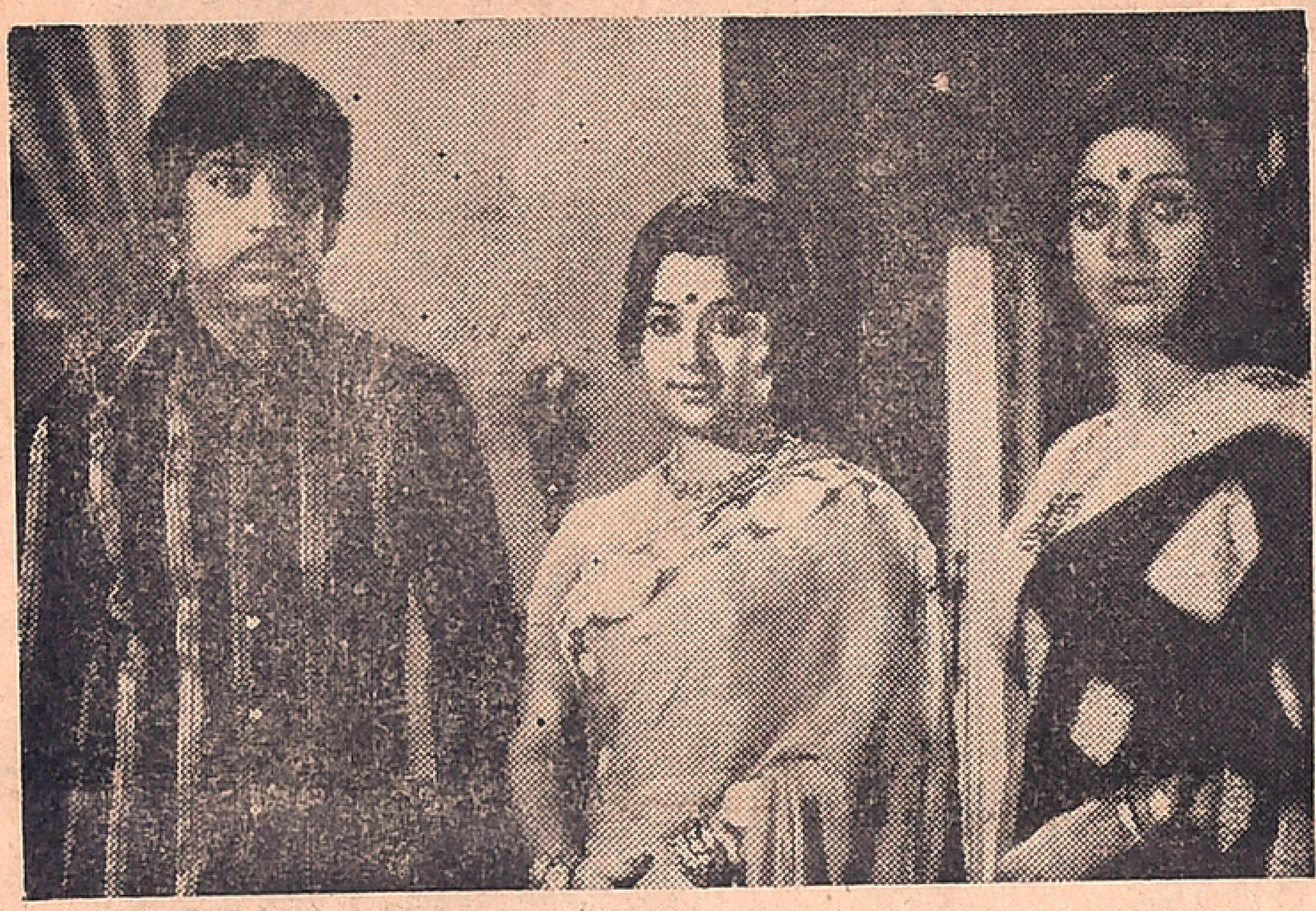
TIIC...



Muthuraman, Jaya and Sree Vidya as they appear in "Nalla Penmani" of S. V. J. Films directed by S. Jagannathan.

Sripriya and Jaishankar in Jaigeetha's "Sonthamadi Nee Enakku".

K. R. Vijaya and Cho in Shanmugamani Film's "Thanikkudithanam" directed by S. A. Kannan for producer Chittoor Shanmugam.

thus maximise their sales and also entitle themselves for a rebate in the interest payable to TIIC for the loan obtained by them.

Importers of machinery can now open Letters of Credit through their banks on the advice of the TIIC, pending compliance of the conditions of the sanction under the IDA/World Bank Lines of Credit. It is enough if the loan formalities are complied with before the machinery land in India.

WORKING CAPITAL

Considering the difficulties experienced by industrial units, particularly small scale units, in securing working capital accommodation from commercial banks, it has been decided by the TIIC, to arrange for working capital accommodation with the commercial banks through its good offices. Towards this end, a list of a large number of small scale industrial units has already been furnished to the State Bank of India for considering working capital accommodation to them. Other banks such as Union Bank of India, Canara Bank, Punjab National Bank Vijaya Bank, Lakshmi Vilas Bank and certain other banks have given their concurrence to this effect.

TIIC will be prepared to consider on merits, for rescheduling the repayment programme earlier agreed up on. In the case of units developing sickness for various reasons such as marketing, management, floods, power cut, etc.

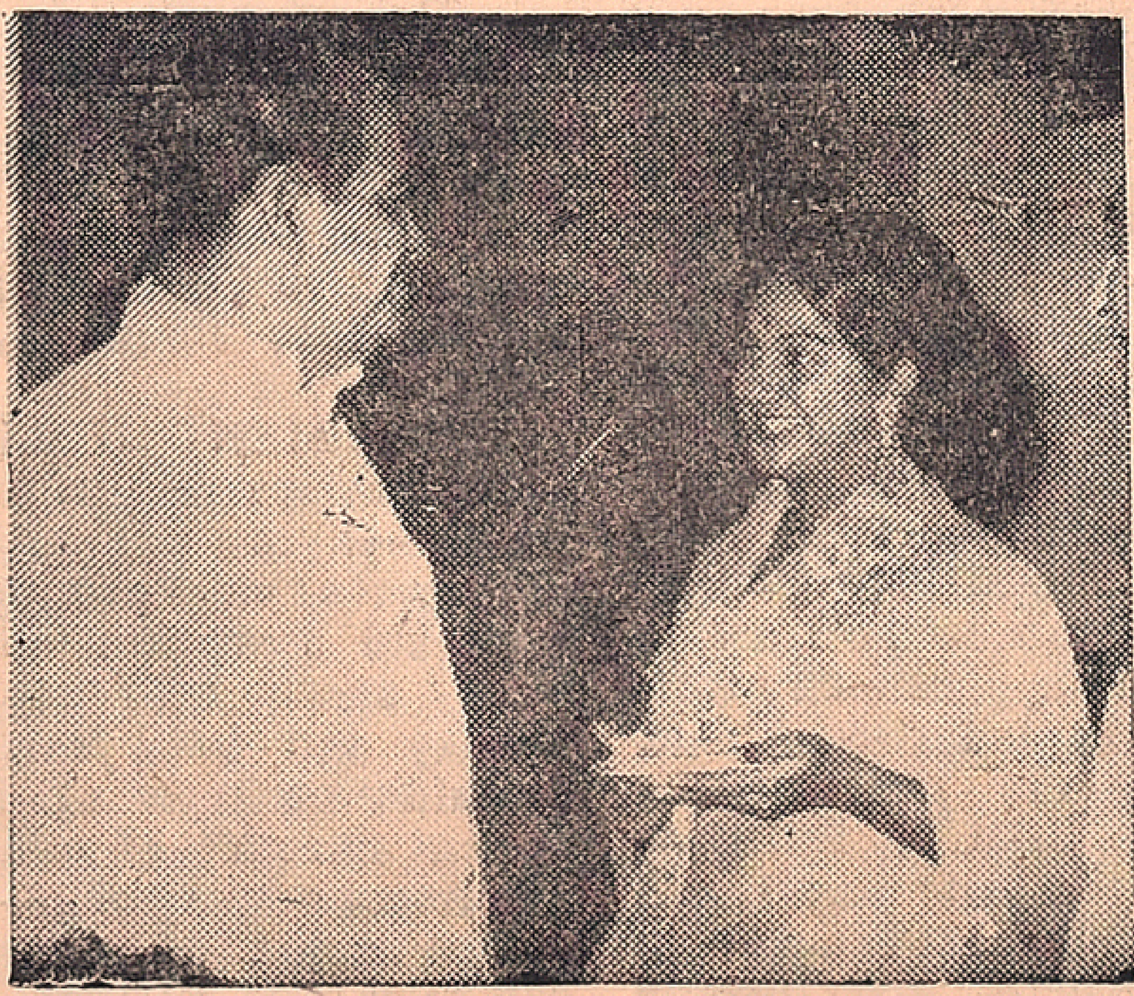
FLOOD RELIEF

Consequent upon the unprecedented rains witnessed in November, TIIC will be prepared to assist the units affected by floods for the purpose of reconditioning the damaged plant and machinery, replacement of existing machinery, undertaking repairs to building etc. at a concessional rate of interest of 9½% as applicable to backward areas. This assistance will again be on a liberal scale.

WORLD BANK LINE OF CREDIT

TIIC has earned distinction of being second amongst all State Financial Corporations in the availment of the first IDA Line of Credit of 25 Million Dollars which ended in June 1976. Now World Bank has come forward to provide a Foreign Currency Credit of 40 Million Dollars to be availed of before the close of December 1978. This Foreign Currency Credit is available for import of plant and machinery, technical know how for setting up industrial units: this Line of Credit is also available for expansion, diversification and modernisation of existing units. The period of loan could be, in exceptional cases upto 15 years on the merits. The rate of interest will be 11½% p.a. to small scale units, technician entrepreneurs and projects in designated backward areas and 12% in other cases in respect of foreign currency component. However for the rupee component i.e. for purchase of indigenous machinery in respect of these projects involving foreign currency credit, the rate of interest will be at the normal concessive rates.

With TIIC, there is no financial constraint, including foreign currency and credit for import of plant machinery, technical know-how etc, because of the massive refinance accommodation provided by the Industrial Development Bank of India (IDBI) and also the World Bank Line of Credit of 40 Million Dollars. A streamlined service awaits them for speedy decision in dealing with their project proposals and also providing the required assistance whenever the units are in distress.



Film star Manjula having a chat with Mr. Mohanlal Sukhadia, Governor of Tamil Nadu, at a party. Photo-A. Arumugam.

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